COUNTY OF LOS ANGELES
REGISTRAR-RECORDER/COUNTY CLERK
12400 IMPERIAL HWY. – P.O. BOX 1024, NORWALK, CALIFORNIA 90651-1024/(562) 462-2716

CONNY B. McCORMACK
REGISTRAR-RECORDER/COUNTY CLERK

October 25, 2004

TO: EACH SUPERVISOR

FROM: Conny B. McCormack, Registrar-Recorder/County Clerk

UPDATE ON FEDERAL HAVA GRANT - VOTER EDUCATION & OUTREACH

Attached is a chart detailing the voter outreach campaign made possible by federal Help America Vote Act (HAVA) grant funding. Behind the chart are photographs of representative billboard and bus posters that are currently on display throughout the County. I'm sure you've also seen full-page ads in the Los Angeles Times and other print media that advise voters that the three options for voting in Los Angeles County are:

1) Vote early using touchscreen
2) Vote early by mail, or
3) Vote on Election Day at neighborhood polling place

(See attached October 23 ad.)

The ad campaign involves a mixed media approach with the goal of achieving maximum exposure to County residents in order to conduct voter education and outreach, especially in the area of informing voters on how to use the InkaVote voting system.

Additional full-page advertisements will appear this weekend in major print media to encourage voters to avoid the busiest hours of Election Day by voting mid-day if possible.

Please call me if you have any questions regarding this report or any other election preparation activity.

Attachments

c: David Janssen, Chief Administrative Officer

AD CAMPAIGN – WEEKLY EXPENDITURES						
Weekly Expenditure	Radio	Bus	Billboard	Cable	Print	Total
October 4	$18,830	$5,950	$7,000	$29,400	$11,460	**$72,640**
October 11	$32,280	$10,200	$12,000	$50,400	$19,645	**$124,525**
October 18	$45,730	$14,450	$17,000	$71,400	$27,830	**$176,410**
October 25	$67,250	$21,250	$25,000	$105,000	$40,930	**$259,430**
November 1	$104,910	$33,150	$39,000	$163,800	$63,845	**$404,705**
TOTAL	**$269,000**	**$85,000**	**$100,000**	**$420,000**	**$163,710**	***$1,037,710***

AD CAMPAIGN – EXPOSURE TO L. A. COUNTY RESIDENTS						
Week Ending	Radio	Bus	Billboards	Cable	Print	Total
October 4	189,000	190,400	956,000	336,280	432,390	**2,104,090**
October 11	324,000	190,400	956,000	576,480	741,240	**2,788,120**
October 18	459,000	190,400	956,000	816,680	1,050,090	**3,472,170**
October 25	675,000	190,400	956,000	1,201,000	1,544,250	**4,566,650**
November 1	1,053,000	190,400	956,000	1,873,560	2,409,030	**6,481,990**
TOTAL	**2,700,000**	**952,000**	**4,780,000**	**4,804,000**	**6,177,000**	**19,413,000**

AD CAMPAIGN – PRODUCT/SERVICES RECEIVED	
TOP 10 RADIO	Three major marketing groups running 700 commercial radio spots (3 choices/pollworker recruitment) to run continuously throughout month of October. Bonus: air time is also being provided for (300) public service announcements
BUS	*VOTE Got Dots?* - Side panel ads on two hundred (200) metro buses to run on three (3) major bus lines continuously through October. Bonus: 100 (Spanish language) complimentary interior bus ads
BILLBOARDS	*VOTE Got Dots?* - Ten (10) freeway/major thoroughfare billboards; two (2) per supervisorial district covering all geographic areas of Los Angeles County
CABLE	Four (4) major cable television networks - complete coverage of twenty-seven (27) subscriber zones to run 11,500 thirty second commercial spots (InkaVote/3 choices/pollworker recruitment) continuous through October. Bonus: 2,000 auto-fill/ Lifetime PSA's
PRINT	Sixteen (16) newspaper groups running eighty-five (85) ¼ page ads (InkaVote/3 choices) during the month of October, generally on weekends). This includes a build up plan up of newspaper print ads during the last days of October

Travel Smart... Take Metro
On November 2, 2004
www.lavote.net
GOT DOTS?
VOTE
This message paid for by the Federal Help America Vote Act

VIACOM OUTDOOR

COMPLETION REPORT

0828 - Atlantic E/L S/O Carson Installed 10/14/2004

Nation's Largest Clean-Air Fleet
o Local
2 de Noviembre, 2004
www.lavote.net
VOTA
Este mensaje esta pagado por el Acto de Federal Help America Vote
Met
Local

The Election is Coming...

3 CHOICES – NO EXCUSES

Vote Early
Oct. 20 - 29

OR

Vote by Mail

OR

Nov. 2:
Vote at your polling place

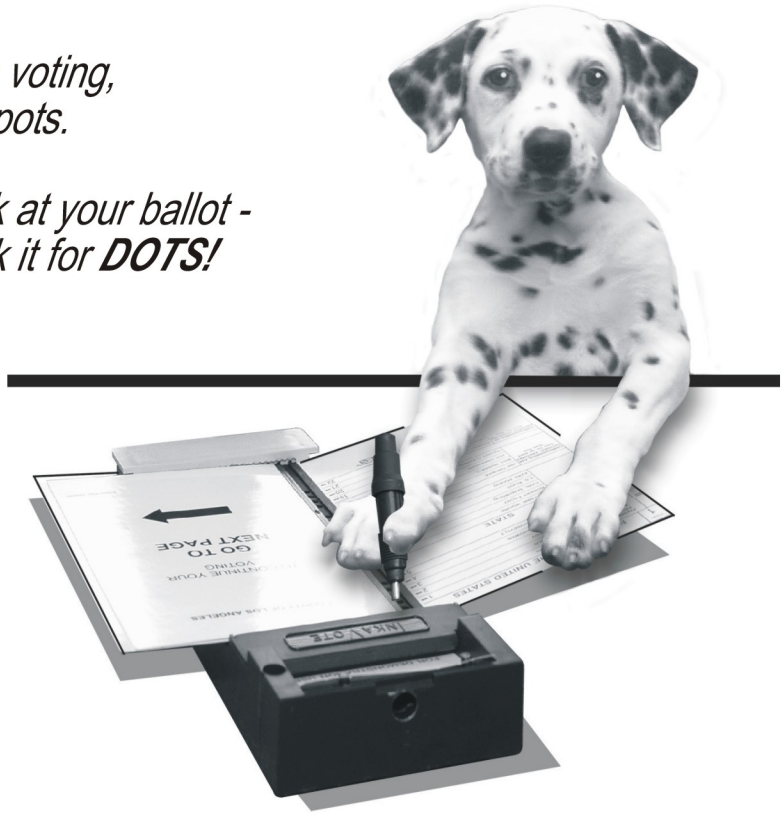
For more information, see your Sample Ballot or visit www.lavote.net

Paid for by federal Help America Vote Act funds

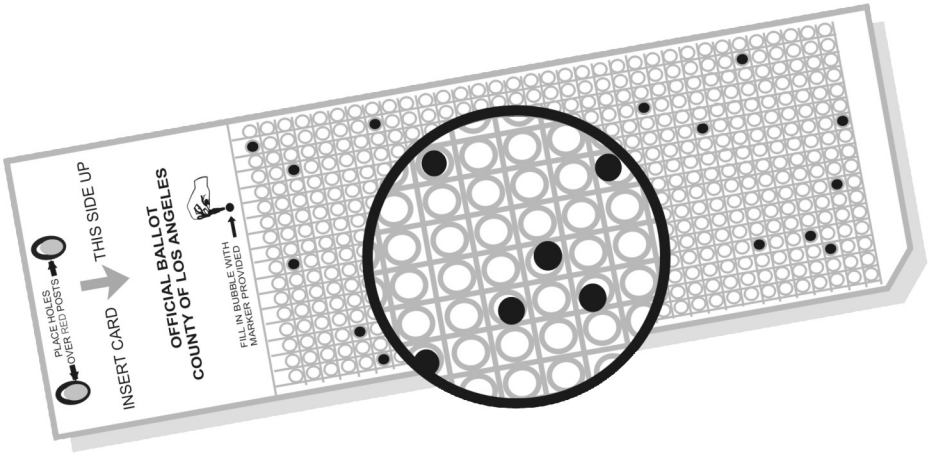
ON ELECTION DAY

Remember when voting,
use ink on your spots.

Then look at your ballot -
*and check it for **DOTS!***



Many will vote Election Day,
Best time to vote is mid-day
Check your Sample Ballot to find the way!
(or www.lavote.net)



CHECK YOUR BALLOT FOR DOTS!

(This message paid for by the Federal Help America Vote Act)